



Broadcast – Digital – Social: Evolving strategies for video

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Newspapers v Radio



Arthur Burrows
First BBC radio broadcast, 1922

Radio v Television



Richard Baker
First BBC daily TV news bulletin, 1954

Text v Video

BBC NEWS UPDATED EVERY MINUTE OF EVERY DAY

News in Audio News in Video Newyddion Hboctm Noticias أخبار 国际新闻 粵語廣播

Front Page

World
UK
UK Politics
Business
Sci/Tech
Health
Education
Sport
Entertainment
Talking Point

On Air
Feedback
Low Graphics
Help

Saturday, December 12, 1998 Published at 01:49 GMT

Front Page



Green light for impeachment

The US House Judiciary Committee votes that President Clinton should face impeachment proceedings for committing perjury over the Monica Lewinsky affair.

ALSO:
[US press calls for censure](#)
[Moderate Republicans key to impeachment](#)
[The articles of impeachment](#)



IRA: No arms surrender

The Northern Ireland peace process receives a major blow as the IRA decides it will not give up any of its weapons and explosives.

Cuban survivors arrive in Florida

Survivors from a Cuban plane crash in the Gulf of Mexico arrive in Florida.

FA Premiership preview



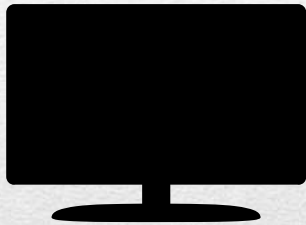
England on Tour



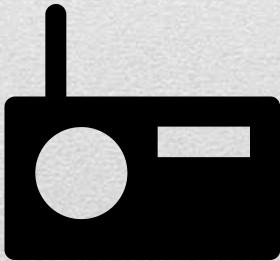
BBC News Homepage, 1998



‘We don’t like video’

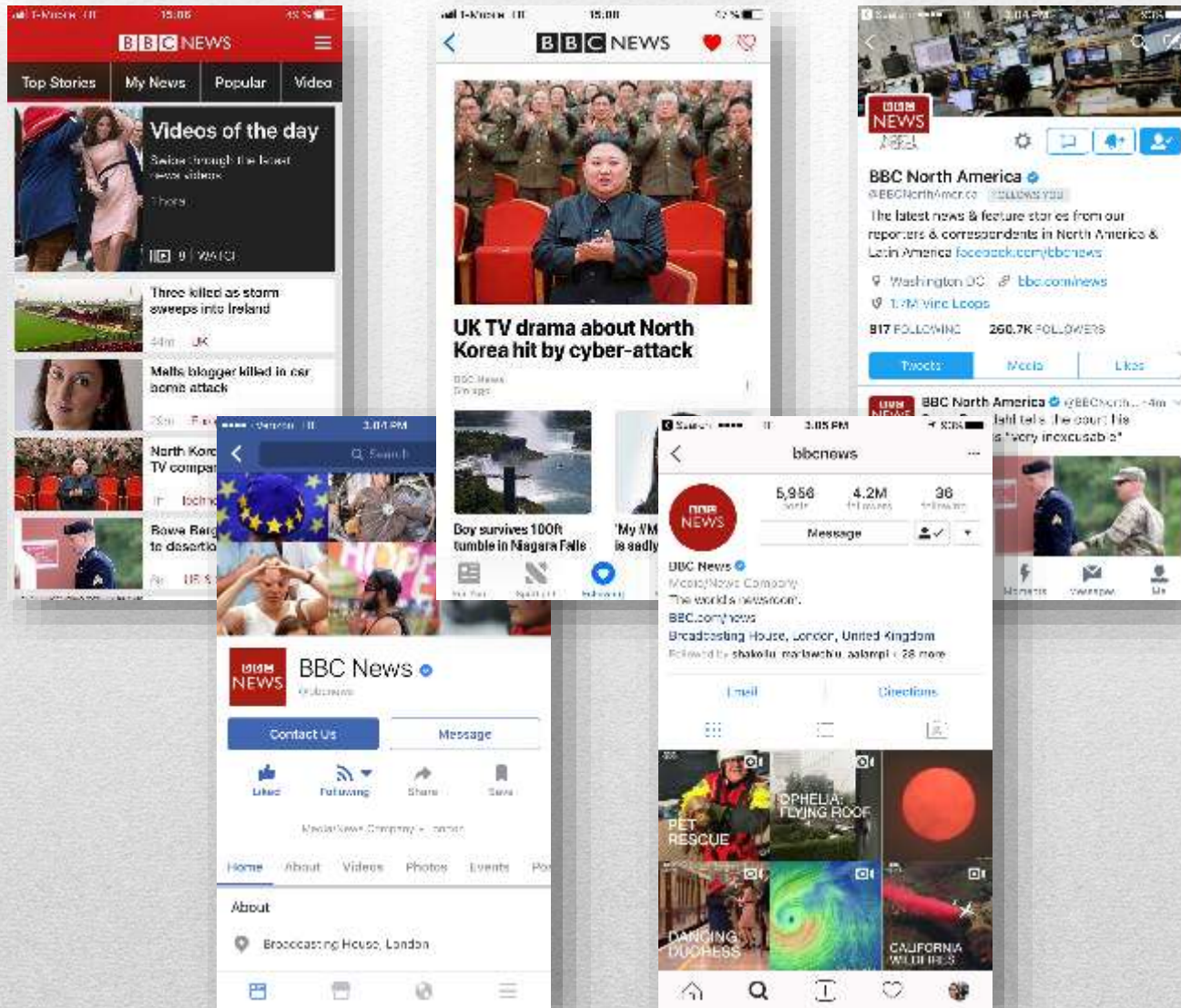


‘Just put TV on the web’



‘What is video?’

Newsroom attitudes (until very recently)



Video is everywhere – in all shapes and sizes

A digital video revolution?

**Videos of
the day**

Now in the **BBC News app**

It's not
TV.



How is it different?

Exploring the digital frontier



Clark



Lewis



That's more like it.



Rethinking our
storytelling

Tone
Pace
Visual appeal
Relevance



Engaging
content



Authentic voices

1. **Reward** users
2. Be **creative**
3. Maintain **quality**



Three rules for digital video



Nothing revolutionary



Bring them with you

Disappearing reporters?



Experience and expertise
Show we are on the ground



On-the-scene analysis

Winning digital converts

- What **works** and what **doesn't**?
 - Explain **reach** and **new audiences**
 - Find those **excited to change**
-



The converted



Questions?
